

# March

Be Sure to **LOOK** for those Buttons and  
roll-over effects

Magic Lantern Society **NEWS**



Rollover for more

Announcement slide from Blackhawk Films "One Moment Please" slide set. Image courtesy of Ed Lennert

Rollover for more

**More Slide Use in Education**

## Some History of Lantern Slide Use in Education

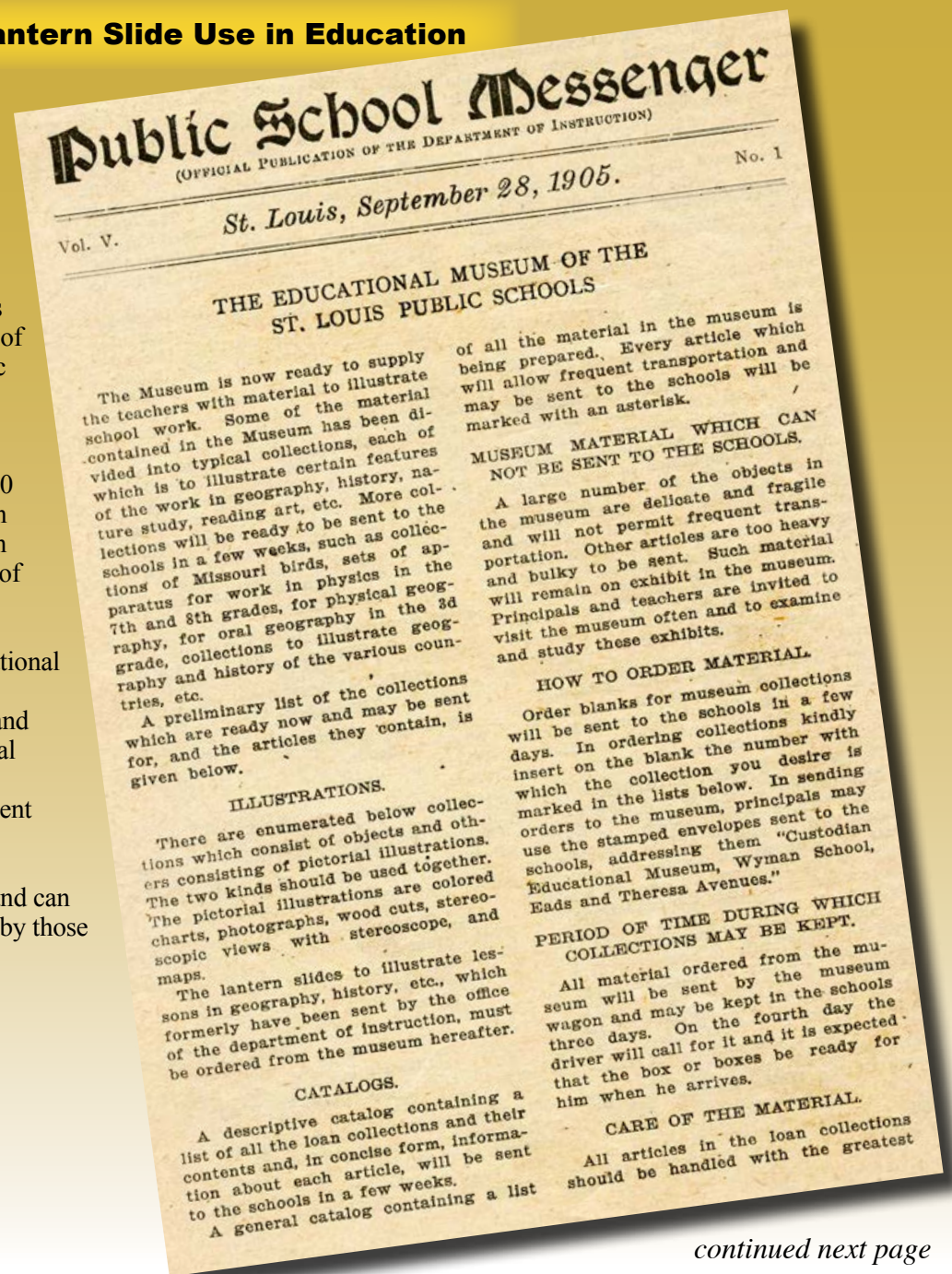
### From: Barbara Zucker

Currently I'm part of an exhibit at the Seed (early St. Louis manufacturer of glass plates) Visitor Center at Faust Park in St. Louis County. Part of my contribution was an artwork with historic images of St Louis glass plate manufacturers and other historic images on fabric plus some Seed plate boxes.

The following are pages of the lantern slide catalog published by the St. Louis Public Schools in 1901. It was 42 pages and listed over 2000 slides. Also the first page of the 1905 Public School Messenger which describes the newly established St. Louis Educational Museum which functioned under that name until 1943 when it became their division of audio visual education.

Here's lead-in summary for the Curator article: "The St. Louis Educational Museum came into being following the 1904 Louisiana Purchase Exposition. The museum was developed primarily to serve children and supported with city funds, but it was not a public museum in the usual sense of the word. Nevertheless, this St. Louis institution served as a prototype for both museum and schools and influenced the development of museum education and audiovisual education.

The 1901 and 1905 school system publications are in my collection and can be reproduced. My journal and book publications need to be secured by those interested.



*continued next page*



## ST. LOUIS PUBLIC SCHOOLS.

### LANTERN SLIDE LESSONS.

I. PURPOSE.—The lantern slide lessons are designed to clear and strengthen the topics already in the course of study, and to make the subjects more real and impressive. The lantern slide lessons are not to be considered as additions to the subjects of instruction in the common schools. They should be looked upon in the light of helps to the various studies by supplying illustration and pictorial explanation of the topics assigned to the various grades.

II. ADVANTAGES TO INSTRUCTION.—The lantern slide pictures presented on the screen are to give greater reality to the lessons of the book by appealing to the eye, to imagination and thought. They help to make the study of geography, for instance, a study of facts and actual conditions rather than of the words of the text book. Pictures assist the memory and judgment alike, and convey to the child a clearer and more comprehensive impression of reality than can be done by verbal description alone. The study of geography, for instance, forms part of the work of every school in the country. The pupil learns at an early age about the ocean and the forms of land and water; in many cases the child engaged in this study has never left his native city and never seen a body of water larger than the ponds in the parks. The words of the book relating to such topics present no reality within his recollection. To such a child a lantern slide lesson with pictures of the ocean with its waves and storms; of bay and river, promontory, rocky shore and beach, will give knowledge which could not be derived from books and words alone. The pictures lend reality to the child's work.

III. METHOD OF PICTURE RECITATION.—A brief recitation or explanation should accompany each slide shown on the screen. This explanation should be given by the children themselves, as far as it is in any way feasible; it should be very brief, not more than could be written in three or four lines. A fuller explanation should be deferred. The lantern slide lesson should not be protracted by lengthy recitations. The time of twenty to thirty minutes should, under no circumstances, be exceeded. Where it seems advisable for a full understanding of the picture on the screen the teacher of the room or the principal may add a very brief word of further explanation. It is suggested that such questions be asked by the teacher at all points of the lesson as will invite the attention of the children to close observation of the picture before them. It would be a total departure from the intention and purpose of these lessons if they were given in the form of lectures or lengthy explanations. Each lantern slide lesson should be a series of very brief recitations and the children should be actively engaged in speaking and answering questions while the pictures are shown. They should not be merely passive spectators. The various topics should be assigned beforehand, and a brief explanation, not exceeding thirty words, prepared by each child to whom a topic is assigned. Each recitation should be strictly in reference to the picture on the screen, and not be a rambling talk on some subject which is but indirectly connected with the picture.

In history lessons special care should be taken in this respect. The entire period covered by the lesson is supposed to have been already studied in class, and might be reviewed the day previous to the lantern lesson. When the pictures are before the class the chief attention of pupils and teacher should be directed to the particular incident illustrated and not to the series of events that led up to or followed it.

As the number of slides in the various lessons range, as a rule, from 20 to 30, it will readily be understood that the explanations given by the children should not exceed one-half minute in order to leave time for the teacher to draw out particular points in the picture, and by questions addressed to the whole class, enlist the attention of all.

IV. REVIEW OF LESSON.—The impressions of the lessons should be utilized by subsequent recitations and by composition work.

V. ARRANGEMENT OF THE CATALOGUE OF SLIDES.—A list of the slides owned by the Board of Education is printed below. They are arranged in sets so that the principals need not select individual slides, but will find the pictures suitably arranged under the subject which he wishes to illustrate.

VI. FUTURE IMPROVEMENT OF THE PLANS.—The lantern slide lessons are an innovation. Like all other new kinds of school work, the best plans and methods can be found only through practice, and through the professional co-operation of the teachers of the city. All are invited to make suggestions and to recommend additions or changes.

VII. MAPS.—A slide with a map forms frequently the beginning of a lesson. These maps are not intended for *general* study but to briefly trace those special topics with which the lesson deals. The general subject of the lesson must always be kept in view in the use made of each picture. A scene in New Haven, Conn., introduced to illustrate foliage, manner of building, etc., in the temperate zone, is not to be treated in the same manner as if it occurred in a lesson on the New England States in general or as a locality famous in American history.

VIII. DESCRIPTION OF SLIDES.—Owing to the difficulty on the part of teachers and pupils of preparing adequate descriptions of pictures not seen beforehand, a few words besides the title have been added in every case where the title is not a sufficient indication of the contents of the picture. When the subject is a well-known incident, building, work of art or locality, as, for example, "The Cherry Tree Incident," "Cathedral of Notre Dame," "Da Vinci's Last Supper," "Spouting Horn, Me.," etc., very little, if anything, has been added in explanation, owing to the ease and definiteness with which pupil and teacher can inform themselves on the subject.

IX. GRADES FOR THE LESSONS.—Principals may use their own judgment in regard to the lessons to be presented to any particular grade. The titles of slides included in each lesson, and the short description of their contents that follows, will assist them in estimating their suitability in this regard. It is not intended, at present, to include as a rule, any grade below the Third or Fourth in this work.

X. READING MATTER.—Printed pamphlets on the following subjects, containing additional information regarding slides, have been bound together, and can be referred to by teachers in the Superintendent's office. On no account can they be taken from the office: "Around the World," "Egypt, Old and New," "The Land of the Pyramids," "America, or The Land We Live In," "Elementary Physical Geology," "Our Tea and How We Get It," "Our Bread and How We Get It," "A Walk in the Zoo," "Silk, Its Origin and Culture," "Coal Mining, or Underground Life," "Astronomy."

*continued next page*



**XI. MANAGEMENT OF THE APPARATUS.**—From the list of lantern slide lessons herewith presented, principals and teachers may select such lessons as they consider best adapted to their schools. It is hoped that at no distant day each school may own a lantern, in which case they may borrow the sets of slides listed below, as they may need them for illustration. Where a school purchases a lantern, gas (Welsbach burner) or electricity should be used for illumination. It is not permissible to use any hazardous or explosive illuminant. Schools that do not possess their own lantern may obtain the use of the lantern owned by the Board, for one day at a time, by notifying the office in advance. The apparatus will be put in place, and the working of it explained to the Principal, who will then be expected to take charge of its management. The person who sets up the lantern will, however, be on hand in the building, and in case his assistance is required, can be called upon.

One room in each school building will be temporarily fitted up for these lessons, and the classes will go to this room in rotation. No lantern slide lesson should be longer than twenty to thirty minutes. After each lesson the room should be well ventilated. As a rule, the lantern and apparatus will be sent to the school on the day preceding the lesson, and the Principal will kindly see that it is not interfered with.

The final success of this work depends on the generous assistance given to it by the principals and teachers of the Public Schools and its gradual perfection, on the frank advice as to the arrangement and presentation of the lessons.

**XII. LOAN OF SLIDES.**—Schools owning a lantern may borrow sets of slides for one day from the collection of the Department of Instruction (which is listed below). A list of the desired slides should be sent to the Superintendent a week in advance, and a messenger, with a written order, should call for them on the afternoon preceding the day when they are needed. Slides cannot be ordered apart from the sets to which they belong. They must be returned on the following afternoon, and cannot, under any circumstances, be kept longer than 24 hours. Since the slides will probably be in demand all the time, promptness in their return is indispensable. A trustworthy messenger should be selected who will carry these slides without unnecessary risk of breakage or injury.

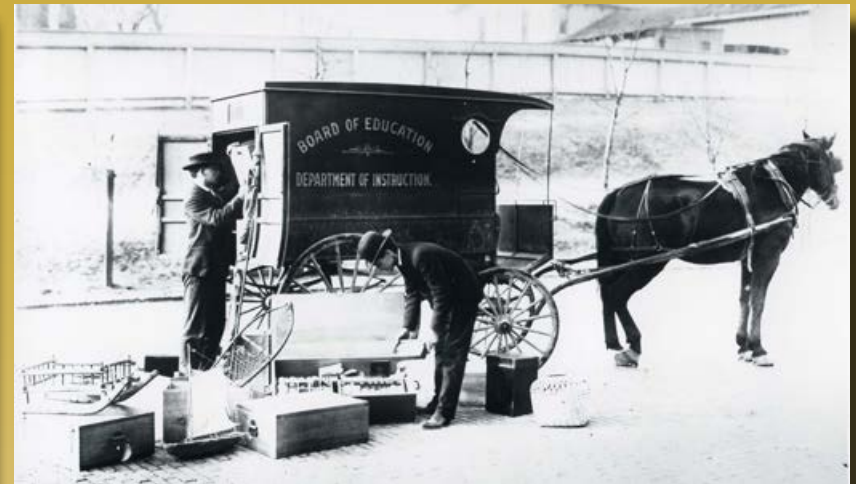
Slides that are found broken or damaged on their return will have to be replaced by the one who borrows them.

F. LOUIS SOLDAN,  
Superintendent of Instruction.

In addition here are citations for two publications that would be available in some libraries or through interlibrary loan:

Barbara Fleisher Zucker, "A Traveling Museum on Where It Went," Curator [then pub by the Am Museum of Nat History] 32, no. 3 (September 1989): 199-211.

Barbara Fleisher Zucker, "Amelia Meissner," Show Me Missouri Women: Selected Biographies ed. Mary K. Dains ((Kirkville, MO: The Thomas Jefferson University Press, 1989), pp 63-64.



A [1907] image of museum staff loading up the museum's wagon. Most noticeable are artifacts from the 1904 World's Fair but it's possible that the black container on the right side is a projector.



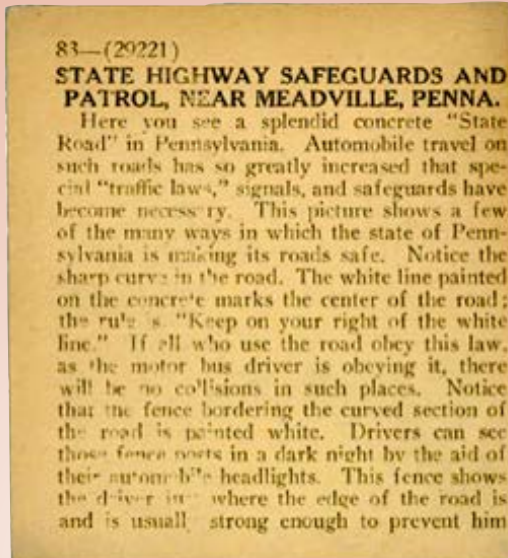
An image of the educational museum's display at the 1915 Panama-Pacific Exposition in San Francisco. The little truck moved continually from one building labeled "public school" to another labeled "museum." Amelia Meissner, the museum's curator, reported that the exhibit was very popular with children.

## Educational Use of Lanterns and Slides Keystone View Company



The company was started in Meadville, Pennsylvania by B.L. Singley, who previously was a salesman for Underwood & Underwood. Benneville Lloyd Singley was born December 8, 1864 in Union Township, Schuylkill, County, in southeastern Pennsylvania.

The Hall of Fame Annual states that while Singley was a college student James M. Davis showed him a stereograph of two silver gray foxes in the woods. Gazing at the three-dimensional image caused Singley to understand the educational potential of stereoscopic photography, and enkindled in him a desire to teach others through the use of stereoviews. James M. Davis distributed the stereoviews of the Kilburn Brothers and Benjamin W. Kilburn. Company formation



In 1892 French Creek overflowed its banks and flooded Meadville. Singley photographed the damage, developed multiple prints of 30 negatives and pasted them on cardboard mounts bearing the name of Keystone View Company. By 1895 the company had issued approximately 700 different views. In 1898 Keystone began making and selling stereoscopes.

The company expanded rapidly and by 1905, the year the Keystone View Company was incorporated, it was the largest business of its kind in the world. All of the manufacturing was done in Meadville, but branch offices were in New York, St. Louis, San Francisco, Portland, Oregon, Chicago, Toronto, Canada and London, England. Salesmen and photographers were scattered around the world, and the company was offering 20,000 different views.

From: <http://chronopsis.com/wordpress/the-photo-archives/keystone-view-company-600-slide-set/>

### Educational Department

In 1905 Keystone View Company began its Educational Department, selling views and glass lantern slides (the forerunner of the photo transparency, later used in slide projectors) to schools throughout the country. They also produced lantern slide projection equipment.

Over the years hundreds of educational sets were marketed to teach geography, social studies, science, history and reading. They even produced and sold a special line of stereoview sets for medical students. Lantern slides and stereoviews were often combined in sets, with one side of a stereoview printed on glass so that a two-dimensional image could be projected on a screen for the entire class to see. Students could then take turns viewing the three-dimensional version of the photos with the stereoviews and one of the many stereoscopes that came with the set.

The large classroom sets came housed in furniture quality wooden cabinets, which were made by the company.

Between 1915 and 1921 Keystone View Company purchased the negatives of nearly all of its competitors; they also continued to have staff photographers travel the world, so that by 1935 Keystone had approximately two million stereoscopic negatives.

Keystone View Company produced stereographic sets up through the mid-twentieth century, and had a stereoscopic photographer on staff until at least 1955.



## More Keystone Information

### From Larry Rakow

A brochure issued by the Keystone Company of stereo sets available for loan through libraries for education. Keystone, of course, offered many of the same views and sets as lantern slides and, I'm certain, made them available in a similar fashion.

### WONDERFUL PICTURES

The Keystone Stereoscopic Views  
Educational and Entertaining

The Best From a Million Photographs

LENT BY THE LIBRARY



Chicago Japanese Children

Japanese children in the Chicago Public Library looking at Japanese places. By a coincidence this picture was taken on the same day the Japanese earthquake occurred.

Thousands of men, women and children are enjoying these stereoscopic views, and studying such subjects as travel, industries, birds, flowers and nature study, art, history. These pictures are looked at through a double lens which shows them in perspective just as though you were standing *on the spot* looking at the *place itself*.



How the Librarian Lends the Pictures.

They are counted and placed in the little carrying case, and charged like a library book.

On the back of each is a full explanation written by an expert. For example the set on American Indians, 100 views, was prepared by James Willard Schultz, the well known author. It is of greatest educational value.

### Pictures for Rural People



County Library Bus, Logansport, Cass Co., Ind.,  
Taking Books, Magazines and Stereographs  
To a Farm House.

The Cincinnati Library lent more than half a million stereographs last year. Some of the larger libraries lend 50 or 100 views to the unit, while in other libraries 25 views constitute the ideal unit or "book." These sets of pictures with three dimensions are the very best books—visualized.



Boys On Steps, Cincinnati Public Library.  
"Wish It Was Nine O'Clock!"

As the doors open in rush the youngsters to borrow a new collection of pictures.

New people, new lands, new ideas are made available to those far from towns or village libraries.



The Rochester, Indiana, County Library Truck  
Visiting a Rural School With Books  
and Sets of Stereographs.

## Welcome New Members

### Amanda Keeler

801 W Kirkwood Ave  
Bloomington, IN 47404-5037

Interests: Ph. D. Student at Indiana University, Department of Communication and Culture

[arkeeler@indiana.edu](mailto:arkeeler@indiana.edu)

### Lee Updike

4000 S. Forest Ave  
Independence, MO 64052

Interests: Lanterns: Viewers, lanternoscope, etc.; Slides: Collect mid-west views including Independence, MO, Lamoni, IA, Carthage, IL, Nauvoo, IL, Kirtland, OH, and others; Literature: Slide preservation and repair. Currently assisting helping a church archive repair slides.

[autmleav@aol.com](mailto:autmleav@aol.com)

## A Reminder about American Images of Magic Lanterns

The Magic Lantern Gazette focusing on American iconography of the magic lantern (or perhaps more than one issue). I need the help of other members of the society. I would be interested in receiving images of North American origin from your collections that show magic-lantern-like projected images on screens or actual magic lantern shows from sources such as old newspaper ads, magazine ads, stories in magazines, trading cards, children's books, etc.

The best way to send images to me is to scan the items, see February E-pub issue for complete instructions, and then email them to me at [kentwood.wells@uconn.edu](mailto:kentwood.wells@uconn.edu) <mailto:kentwood.wells@uconn.edu>.

## Photographic Auction on 26 March 2011 in Cologne/Germany

**"I See What You Don't See"**  
An Important Photographic Auction on 26 March 2011 in Cologne/Germany

When Sigmund Freud wrote that the Uncanny (in German 'Unheimlich') was everything that ought to have remained hidden in the back of his mind the concealed ('Geheim') cameras that were in fashion during his early days became part of the Cold War secret agent's kit, manufacturers in France and Germany were already exposing domestic objects: books, binoculars, articles of clothing and, more surprisingly, revolvers.

Auction Team Breker's first photographic sale of 2011 includes a selection of disguised cameras that are usually remarkable inventions. The Thompson's Revolver Camera of 1862 (lot 362, EUR 30,000-50,000/ US\$ 40,000-70,000) is a revolver is not subtle enough a disguise, how about a live pigeon? Christian Adrian Michel's 20,000-33,000) was one of a small batch of hand-made samples which never went into commercial production. The precision super-lightweight construction of his camera, which strapped to a homing pigeon's breast and produced motor that ran up to 70 minutes on one winding. Extremely rare, only two others are known in the Swiss Photo M



**AUCTION TEAM BREKER**  
The Specialists in »Photographica & Film«

P. O. Box 50 11 19, 50971 Köln, Germany  
phone +49/2236/38 43 40, fax +49/2236/38 43 430, Otto-Hahn-Str. 10, 50997 Köln (Godorf)  
e-mail: [Auction@Breker.com](mailto:Auction@Breker.com) \* InterNet: [www.Breker.com](http://www.Breker.com)

P. O. Box 50 11 19, 50971 Köln, Germany  
phone +49/2236/38 43 40, fax +49/2236/38 43 430, Otto-Hahn-Str. 10, 50997 Köln (Godorf)  
e-mail: [Auction@Breker.com](mailto:Auction@Breker.com)  
InterNet: [www.Breker.com](http://www.Breker.com)



## Beale Illustrations Sale

### Announcing a Rare Opportunity for Magic-Lantern Collectors

The American National Insurance Company of Galveston, Texas is selling some of the drawings by Joseph Boggs Beale that have been in their collection. Beale was the leading American magic lantern artist, and produced more than 2,000 images for the lantern. His drawings are held by a number of major museums as well as private collectors.

American National is selling some story and song sets, some single slide images, American History scenes, etc. If you are interested in seeing a CD of the images available you should contact: Mikael Henderson at [henmass@swtexas.net](mailto:henmass@swtexas.net). Mr. Henderson will be managing the sale, and all purchasing correspondence should be with him.

The Insurance Company is accepting offers of from \$250-\$600 for each drawing, depending, as they put it, on the importance of the image. If you make an offer it is possible that they might counter-offer, but this is not an auction. They want to keep sets together, so, for instance, all 22 drawings of 'The Courtship of Miles Standish' will probably go as a set. There are also some partial sets for sale.



Joseph  
Boggs  
Beale



## Help Respond to Request

**From:** Ania Witkowska  
[aktika@gmail.com](mailto:aktika@gmail.com)

Dear Mr. Rall,

A few months ago, my husband gave me the gift of several of your glass slides that were taken in Poland by the WPA. I was truly touched by these beautiful images from my motherland. They remind me of places I either know or have been visiting in the past.

I am wondering if you have any more slides for sale about Poland from the WPA. If so, I would be very happy to purchase them.

Also, I would like to ask, where can I find background information about these slides taken by the WPA? Can you recommend any books or articles about this WPA project? Or about the WPA's education department in general? Do you know places where I could look for either slides, articles, or books in California or the Bay Area?

Thank you for your help.  
Regards from San Francisco,  
Ania Witkowska

### **Tom's Response**

*You probably know that the WPA was a government agency created during the Great Depression. Unfortunately, I haven't found any information about its lantern slide production and use. In the US, the WPA and related Depression Era government agencies sent photographers all over the country to document America; and many of these images are iconic. However, I have never seen a single lantern slide of an American view with a WPA label. Most of the several dozen WPA labeled slides I have handled have been European views. The labels on the slides might provide a clue, as each had a project number. I suggest you send a couple of photographs of your slides to the editors for reference.*

**Tom Rall**

## Request From the Member

Dear Gregg,

Please keep looking for glass slides about the Chinese, the street scenes and the life of Chinese people. Because the Dali International Photography will be held in this summer in the ancient city of Dali, its scope could be compared with the Pingyao International Photography, and has been held for 2 years. I am interested in it this year, with part of glass slides showing the life, the street scenes and the society of Chinese people, and part of my photos related to my adventures in the world. So for any news, let me know.

Best Regards, Jin Fei Bao

So Larry, if you can publish this, it may give me some good leads to new China glass slides (with the help of MLS members I have already taken several hundred such slides to China, which are now at the National Museum of China in Beijing). One of these days I think they're going to do a big exhibition of magic lanterns and China slides.

I can be contacted at [gmillett@nycap.rr.com](mailto:gmillett@nycap.rr.com)

## Follow-Up to Snowflake Show in January



[http://www.nwitimes.com/entertainment/arts-and-theatre/visual/article\\_68f5d531-d06a-53ee-a2fe-0ca7a93f98d5.html](http://www.nwitimes.com/entertainment/arts-and-theatre/visual/article_68f5d531-d06a-53ee-a2fe-0ca7a93f98d5.html)

*A Big Thank You to the following:*

<b>Debbie Borton</b>	<b>Ron Easterday</b>
<b>Bryan &amp; Page Ginns</b>	<b>Shel Izen</b>
<b>Sharon Koch</b>	<b>Gregg Millett</b>
<b>Larry Rakow</b>	<b>Tom Rall</b>
<b>Kentwood D. Wells</b>	<b>Barbara Zucker</b>

*for contributing to this month's issue.*

### **Now it's your turn to share!**

Do you have a favorite site or a collection of images you would like to share with the rest of the society?

If your answer is yes! Send site information or your images to Larry and they will be shared in the next E-pub newsletter.

**E-mail Larry**



## Those Lanterns are Everywhere

### Check This Out Hidden Object/Puzzle Game!



Can you solve a 19th century murder? You are Dana Knightstone, an up-and-coming fiction novelist. While on vacation in Scotland, you are haunted by the ghost of David, a working-class painter in love with a rich heiress - until he was killed at Fairing Point! Uncover history as you travel across Europe to investigate David's mysterious death. Solve clever puzzles and follow the ghost's trail in Death at Fairing Point, a fun Hidden Object Puzzle Adventure game.



<http://www.downturk.info/401683-death-at-fairing-point-a-dana-knightstone-novel-collectors-edition.html>



### Death at Fairing Point Game Introduction

<http://www.gamezebo.com/download-games/death-fairing-point-dana-knightstone-novel/walkthrough>

#### LOBBY / MAGIC LANTERN BOOTH

- Examine the locked booth door.
- Insert the **lever** into the slot of the lever mechanism.
- Pull the lever and enter the booth.



- Insert the **knob** into the tiny hole on the lantern door. Open the compartment and look inside.
- Take the **star** (1 of 5). Place the **candle** in the holder inside the compartment. Light it with the **matches**.
- The front of the projector pops up. Insert the **slide** into the empty slot. View the slide show.
- Get a closer look at the image of David on the projection wall. Note the red book with the lion crest.
- If you wish to view the slide show again, just click on the projector.
- Exit to the lobby and go upstairs to the hallway.

## Society Members Respond to Request

Dear Larry,

I have been given a Magic Lantern made by Williams Brown & Earle of Philadelphia and about 400, 3.25 X 4 inch glass slides. I am a school teacher and wanted to use the lantern in my classes but since the lantern came without a slide carrier, I cannot. I also need a light source, but I imagine I can rig up something as a light source.

Sincerely,  
Denise Weber  
Community Middle School  
95 Grovers Mill Road  
Plainsboro, NJ 08536

### Can You Help?

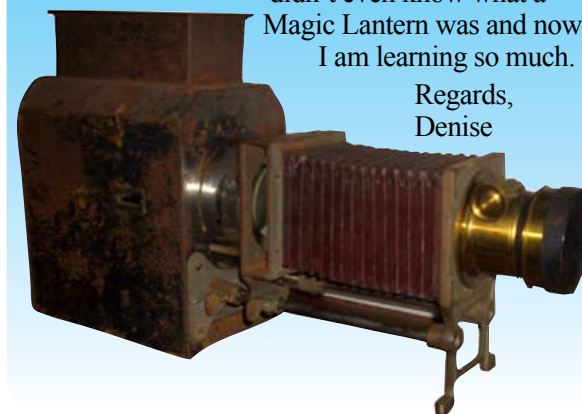
Email:  
[ThomasWMath@comcast.net](mailto:ThomasWMath@comcast.net)

*I have sent a slide carrier and recipes for mold removal and information about new light sources.*

Larry

Do you know what year it was made? Thank you for the "green" recipes for mold removal. I will definitely try them. This is fun! Two weeks ago I didn't even know what a Magic Lantern was and now I am learning so much.

Regards,  
Denise





## Group NW gives Show for Fort Nisqually Foundation



Fort Nisqually was the first European settlement on Puget Sound. The Hudson's Bay Company (HBC) of London, a vast fur trading enterprise chartered by King Charles of England in 1670, established it in 1833. The original site was on the beach and plains above the Nisqually River delta in the present town of DuPont, Washington. Today Fort Nisqually, including two of the original buildings, is located inside Tacoma's Point Defiance Park. Fort Nisqually is owned and operated as a Living History Museum by Metro Parks of Tacoma.



### The Fort Nisqually Foundation

Through memberships, donations, fund raising events and activities, and annual giving campaigns the Fort Nisqually Foundation has been able to fund numerous programs and activities at Fort Nisqually Living History Museum over the past 13 years. This support has ranged from purchasing living history items to furnishing historic buildings, to providing honorariums for speakers during the lectures series, to sending staff members to training conferences, and so much more.

John Potter gave a general review of lanterns, slide types and how the lantern was used.



John explains and shows some of the slides to foundation members.



Group NW had lanterns displayed and posters of lantern use in the northwest.

There was a active and educational exchange of information about the subject matter of the slides that were shown. Included in the evening activities was a sign-up sheet to receive our E-pub so as to keep track of the upcoming convention in Tacoma.



**If you in the area in March  
Please join us!**

**Group NW Meeting & Potluck**

**Noon, Mar 6**

**Sharon & Mike Kochs**

Please bring salad or dessert for pot luck.  
Remember those show and tells.

Please RSVP Sharon

[sharonkoch@prodigy.net](mailto:sharonkoch@prodigy.net)

13540 Seabeck Hwy. NW

Seabeck, WA 98380

(360) 830-5209

If you need directions and a map email [Larry](#)

**We will be sharing information  
about the 2012  
convention preparation**

### Co-Founder 90<sup>th</sup> Birthday

Alice Koch, co-founder of the Magic Lantern Society US and Canada will be celebrating her 90th Birthday on

April 16, 1:30-3:00PM

at Lakeshore Retirement Center.

11448 Rainier Ave S., Seattle WA

**ABSOLUTELY no gifts**

Please RSVP by

Mar 15 if you plan to attend.

**(206) 772-3998**

[Map Available Click Here](#)



## THE STORY OF BLACKHAWK FILMS

by Mark Roth

The Blackhawk Films library is primarily the accomplishment of Kent D. Eastin, who started business in 1927 making film ads for merchants, filming local news events for theater newsreels, and selling outdated, independent 35mm theatrical film prints for toy projectors of the day. All of this from the basement of his parents' home in Galesburg, Illinois. With the advent of 16mm sound film in 1934, Eastin moved his company to Davenport, Iowa and began a rental library that flourished until it was discontinued under the impact of television in 1957. Eastin selected Davenport as an efficient junction for rail shipping and because it was something of a "film town", as home to the Victor Animatograph Corporation, a pioneer motion picture equipment manufacturer.

Martin D. Phelan, with background in direct mail and management, left Montgomery Ward to partner with Eastin in 1947, and assume responsibility for the business side of the developing company. The Blackhawk name was first used for an auxiliary business, liquidating stocks of used 16mm prints from British Information Services, Mills Panoram Soundies and other libraries and producers. Blackhawk began publishing monthly catalogs in 1949. More than 2,500,000 used films were sold by mail order before this business was discontinued in 1981.

In 1952, Blackhawk introduced its own releases in both 8mm and 16mm. Included in this "Collector Series" were Laurel and Hardy silents from Hal Roach Studios, authorized editions of Keystone comedies licensed by Sennett's original backer, Roy Aitken and a grouping of railroad films (Kent Eastin was an avid train enthusiast. He had a basement wall of bound timetables). In time, Blackhawk grew to dominate the "home

movie" field with a base of 125,000 customers. Boasting up to eighteen new releases every month, an in-house film restoration facility better than any then possessed by an archive, and more than ninety employees working in a picturesque century-old building of roughly 30,000 square feet. Fox Movietone News, Killiam Shows and National Telefilm Associates (now Republic Pictures) joined Hal Roach as important suppliers for film releases and television production was added to the company's successful endeavors.

David Shepard, the present owner of the Blackhawk Library, was employed by Eastin-Phelan during these years. David began working closely with Kent Eastin from the American Film Institute in the late 1960's to ensure permanent preservation of Blackhawk's unique original films at the Library of Congress. He joined the organization in 1973, becoming Vice President of Product Development.

In 1975, Kent Eastin and Martin Phelan sold Blackhawk to Lee Enterprises, Inc., a successful newspaper and broadcasting conglomerate. Blackhawk wrestled with the requirements and styles of new managers just at the time video cassettes began to redefine home entertainment. Basic decisions to emphasize mail order sales instead of unique product line and heavy investments in the Betamax and CED (RCA mechanical video disc) formats proved very costly. Lee Enterprises sold the company to its Blackhawk management team, who struggled on until 1985 when Republic Pictures bought it for direct marketing of their home video line. Republic discontinued film sales and closed the Davenport facility in 1987. It was the end of an era and a sad day for film collectors the world over.

<http://reelclassicdvd.com/BlackhawkFilms.htm>



Blackhawk Films had 35mm slide sets available of lantern announcement slides.



## Auction

Our Spring Antique Photographica Auction Catalog is now on-line, you can go directly to the catalog at:

<http://www.rtam.com/stereographica/cgi-bin/CATALL.CGI>

The auction closes Saturday, March 5, 2011, at 3:00pm (US Eastern Time Zone) and features over 300 lots of fine Antique Photographica imagery & hardware.

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Antique Photographica Sale

10% Buyer's Premium

Catalog for Auction # 23

Closing Saturday March 5<sup>th</sup>, 2011 at 3:00 PM US Eastern Time

Category: Magic Lanterns / Slides & Related Material (66 to 81)

Lot Number	Description	Current Bid
66	Beautiful Edwardian magic lantern & brass Magic Lantern Projector by Newton & Co., of London. The brass has the original lacquer, along with the original chimney and electric illumination. Overall a very fine example of this decorative and functional projector. Base measures 22" x 10". For safety reasons this must be re-wired before use!	
67	Wooden lantern slide carrier for the standard English size (3.25" x 3.25"). Excellent condition.	\$5*
68	SINGLE SLIP, MECHANICAL (JIPPY SLIDE) (J5). Shows a man whipping a pig, excellent condition.	
69	SINGLE SLIP, MECHANICAL (JIPPY SLIDE) (J5). Shows a horse with a lion, then the lion attacks the horse. Excellent condition.	\$5*
70	SINGLE SLIP, MECHANICAL (JIPPY SLIDE) (J5). Shows a couple back to back, then kissing. Excellent condition.	\$5*
71	SINGLE SLIP, MECHANICAL (JIPPY SLIDE) (J5). Shows a man riding a horse, then getting snagged by branch of a tree. Very good to excellent condition.	\$5*

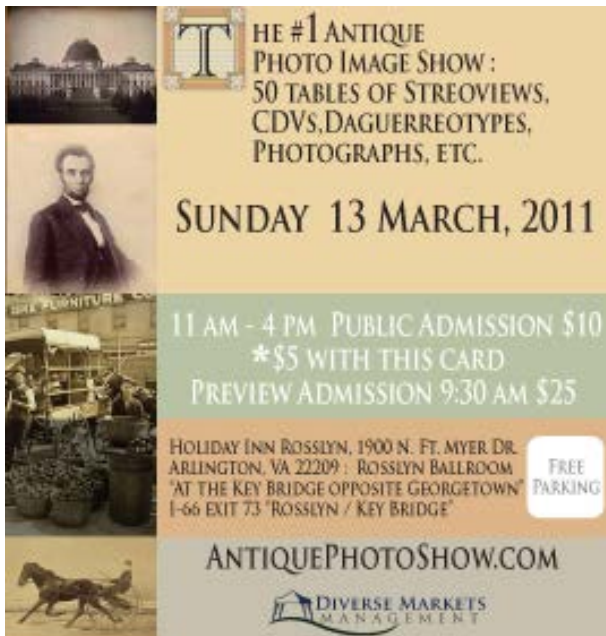
## Do you have any additional information about slide use in schools?

Search those slides, catalogs, your research information and any other material you have.

Help us expand on the information published so far.

Send images and information to:

Email Larry.



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DIVERSE MARKETS MANAGEMENT

WASHINGTON, DC - Vintage images from the Civil War and of the Washington region will be among 1000s of historic photographs for sale at the **28th annual D.C. Antique Photo Show, 11 AM to 4 PM, Sunday, March 13 at the Holiday Inn Rosslyn, 1900 N. Ft. Myer Dr., Arlington, VA 22209.**

Probably the longest running photo image show in the country, experts from a dozen states will offer a full range of antique photo imagery, including Daguerreotypes, CDVs, stereoviews, lantern slides, tintypes, postcards, albums, movie stills, press photos and more. Among the exhibitors will be several authors of photographic reference books.

Participating in the program will be members of The Daguerreain Society, National Stereoscopic Association, Photo Historical Societies of Canada and New England; and Magic Lantern Societies, both US and UK, said Tom Rall, show manager for Diverse Markets Management (DMM), a DC firm in its third year managing the show. Exhibitors will also offer free appraisals throughout the day.

For more information visit the show web site [AntiquePhotoShow.Com](http://AntiquePhotoShow.Com) or contact Rall, 703-534-8220

## Check This Out

India's reels on wheels facing the end of the road



News item on the demise of traveling motion picture shows in India, the direct descendents of traveling magic lantern shows:

[http://photoblog.msnbc.msn.com/\\_news/2011/02/17/6072197-indias-reels-on-wheels-facing-the-end-of-the-road](http://photoblog.msnbc.msn.com/_news/2011/02/17/6072197-indias-reels-on-wheels-facing-the-end-of-the-road)

